

1 Name of the faculty: Mass Communication													
2. Course Name		DEVELOPMENT COMMUNICATION						L		T		P	
3. Course Code		JM210						3		1		0	
4. Type of Course (use tick mark)													
Core ()						DE ()			FC (√)				
5. Pre-requisite (if any)		10+2 in any discipline		6. Frequency (usetick marks)		Even (√)		Odd ()		Either Sem ()		Every Sem ()	
7. Total Number of Lectures, Tutorials, Practical													
Lectures = 30				Tutorials = 10				Practical = Nil					
8. COURSE OBJECTIVES: Introducing the basic concepts of Development Communication, making the students learn about development issues and explain the indicators of development.													
9. COURSE OUTCOMES (CO): After the successful course completion, learners will develop following attributes:													
COURSE OUTCOME (CO)		ATTRIBUTES											
CO1		Student should be able to learn about concept of development											
CO2		Students should be able to learn about indicators of development											
CO3		Students should be able to learn about development issues											
CO4		Students should be able to learn about media and development											
CO5		Students should be able to learn about development and communication											
10. Unit wise detailed content													
Unit-1		Number of lectures = 08			Title of the unit: Concept of Development			Mapped CO:1, 2					
Meaning, definition, indicators of development, characteristics of developing countries													
Unit-2		Number of lectures =08			Title of the unit: Indicators of development			Mapped CO: 1, 2					
Economic and social indicators of development, GDP/GNP, human development index, communication as an indicator													
Unit-3		Number of lectures = 08			Title of the unit: Development Issues			Mapped CO: 1,2, 3					
Poverty alleviation, women and child development, health and family welfare													
Unit-4		Number of lectures = 08			Title of the unit: Media and Development			Mapped CO:1, 2, 3, 4					
Use of traditional media for development, role of print media in development, contribution of radio and TV in development													
Unit-5		Number of lectures = 08			Title of the unit: Development and Communication			Mapped CO: 1, 4, 5					
Communication for rural development, communication for urban development. Panchayati raj, urban sanitation, consumer awareness													
11. CO-PO mapping													
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4		
CO1	2	2	2	2	3	2	2	2	2	2	1		
CO2	3	2	2	3	2	3	2	3	2	1	1		
CO3	2	2	3	2	2	3	2	2	2	1	1		
CO4	3	3	3	2	3	2	3	1	2	2	1		
CO5	3	2	2	2	2	1	2	1	1	2	1		
3 Strong contribution, 2 Average contribution, 1 Low contribution													
12. Brief description of self-learning / E-learning component													
1. https://www.youtube.com/watch?v=d5R9e7_JfPk													
2. https://www.youtube.com/watch?v=ciflCNB0ysg													
13. Books recommended:													
1. Understanding Development communication- Uma Joshi													
2. Communication, Modernisation& Social Development- Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.													